

# Foreign Agricultural Service GAIN Report

Global Agriculture Information Network

Required Report - public distribution

GAIN Report #FI2010

Date: 12/20/2002

# **Finland**

# **Exporter Guide**

# **Annual**

2002

Approved by:

Lana Bennett, Agricultural Counselor U.S. Embassy, Stockholm

Prepared by:

Bjorn Engstrom, Marketing Assistant

# **Report Highlights:**

The consolidation and restructuring of the Nordic food retail sector offers new interesting opportunities in terms of volumes and diversity of products being demanded. There is a great demand for organic and convenience food and food and beverages which appeal to the health conscious. Additionally, the market is expanding for international and ethnic cuisine, including foods that are uniquely associated with the various regions of America. Major current impediments to U.S. sales include consumer resistance to products which contain genetically modified (GMO) ingredients. The strong dollar, which has also been a major impediment, has weakened considerably in recent months.

# TABLE OF CONTENTS

SECTION I. MARKET OVERVIEW	. Page 1 of 18
SWEDEN AND FINLAND	. Page 1 of 18
SECTION II. EXPORTER BUSINESS TIPS	
Local Business Practices and Customs	
Market entry strategies for U.S. food products should include:	. <u>Page 2 of 18</u>
General Consumer Tastes and Preferences	. <u>Page 2 of 18</u>
Food Standards and Regulations	. Page 3 of 18
Import and Inspection Procedures	. <u>Page 3 of 18</u>
SECTION III. MARKET SECTOR STRUCTURE AND TRENDS	. Page 4 of 18
Food Wholesale and Retail Sector	
Hotel, Restaurant, and Institutional (HRI) Food Service	
Food Processing	
1 00d 110ccssmg	. <u>1 uge 7 of 10</u>
SECTION IV. BEST HIGH-VALUE PRODUCT PROSPECTS	Page 9 of 18
Zerren (1), Zerrinen (neet med eer med zerb (1), 1)	. <u>1450 &gt; 01 10</u>
SECTION V. KEY CONTACTS AND FURTHER INFORMATION	. Page 9 of 18
SWEDEN	
FINLAND	
A. KEY TRADE & DEMOGRAPHIC INFORMATION	Page 13 of 18
SWEDEN	
	<u>- ugu 15 01 10</u>
A. KEY TRADE & DEMOGRAPHIC INFORMATION	Page 14 of 18
FINLAND	
	1 ugc 1+ 01 10
B. CONSUMER FOOD & EDIBLE FISHERY PRODUCT IMPORTS	Page 15 of 18
SWEDEN	
GWEDEN	<u>1 ugc 15 01 10</u>
B. CONSUMER FOOD & EDIBLE FISHERY PRODUCT IMPORTS	Page 16 of 18
FINLAND	
TINLAND	1 agc 10 01 10
C. TOP 15 SUPPLIERS OF CONSUMER FOODS & EDIBLE FISHERY PRODU	ICTS
SWEDEN	
SWEDEN	1 agc 1 / 01 10
C. TOP 15 SUPPLIERS OF CONSUMER FOODS & EDIBLE FISHERY PRODU	ICTS
FINLAND	
INLAND	1 agc 10 UL 10

#### SECTION I. MARKET OVERVIEW

#### SWEDEN AND FINLAND

The recent slow-down in the economy has not affected the demands on consumables and food products. Strong economic growth in both Sweden and Finland has strengthened domestic demand for high-value, consumer-ready products. Even though volumes have remained high, the outlook for private consumption has become more negative and there are signs that the consumer is becoming more cautious.

A Nordic concentration and integration can clearly be seen as new mergers between the Nordic retailers are being implemented. At the same time a comprehensive process of consolidation and cross-border acquisitions is taking place among the European retailers. The Nordic countries are increasingly becoming part of the European retail market. Foreign companies and chains are expressing an increased interest in the Nordic market as globalization is accelerating.

The trend throughout Europe is towards fewer but larger players. Consumers have changed the kinds of stores in which they do the bulk of their shopping. In 2001, about 75 percent of Swedish retail food sales went through large supermarkets and hypermarkets. In Finland, the 360 largest stores accounted for half of total retail food sales of USD 8.8 billion in 2000. There were 6,160 food retail outlets in Sweden in 2001 compared to 13,000 in 1970. In Finland, there were 4,283 outlets as of January 1<sup>st</sup> 2001, which was 228 fewer than the previous year.

Advantages	Challenges
Sophisticated market. High acceptance of new products and concepts. U.S. products are considered high quality and trendy.	U.S. products are at a price disadvantage compared to competitors based in the European Union.
Growing consumer demands for value-added products, convenience foods and functional foods. Proliferation of "healthy" and "greener" foods.	Strong hesitations with respect to genetically modified products and no access for hormone treated beef from the U.S.
Location gives access to a Nordic/Baltic market comprising 25 million consumers spending about SEK 450 billion annually on food, beverages and meals out.	High distribution and shipping costs.
High standard of living, well educated workforce, growing incomes. English is widely spoken.	Strong dollar negatively affects U.S. sales, but the dollar has in recent months weakened considerably.

#### SECTION II. EXPORTER BUSINESS TIPS

#### **Local Business Practices and Customs**

Swedish and Finnish firms do not change suppliers readily, and many commercial relationships have been built up and maintained over decades. While this is beneficial to exporters who have a partner, newcomers must be willing to invest effort in developing an entry into these markets and securing the confidence of commercial buyers. A Swedish or Finnish buyer will expect total commitment to prompt deliveries, precision in filling of orders and high quality for all kinds of products. Being punctual is not only regarded as a sign of respect, but also efficiency. Swedish or Finnish businessmen will have little understanding for cultural variation in punctuality.

#### Market entry strategies for U.S. food products should include:

- 1) Market research in order to assess product opportunities.
- 2) Advance calculation of the landed cost of a product in order to make price comparisons vis-a-vis competitors.
- 3) Locating an experienced distributor or independent reliable agent with strategic distribution channels to advise on import duties, sanitary regulations, and labeling requirements. It is advisable to initiate personal contact in order to discuss marketing matters such as funding for advertising, slotting allowance, in-store promotions and tasting events. Suppliers may also want to consider trade fair participation to raise awareness of their products.
- 4) Exploration of the purchasing arrangements of the larger retail chains.
- 5) Consider using USDA's Supplier Credit Guarantee program to make credit terms more attractive to importers.

#### **General Consumer Tastes and Preferences**

**Convenience:** The Swedes and the Finns are embracing value-added products and convenience foods. In-store eating and take-away are growing. As time is increasingly becoming a commodity that is in short supply, this affects food retailing to a high degree. Changes in lifestyle are also having a significant effect on the catering sector of the market. Both in Sweden and Finland about 20 percent of meals are currently eaten outside of the home. Fast food establishments are benefitting most from these trends, and are now becoming part of the traditional restaurant sector.

**Health:** There is a growing demand for "natural" (organic) and "healthy" food and drink products. The environmental or "green" philosophy that is a considerable factor in these markets, plays itself out in the food and beverage market. Consumers, in Sweden in particular, are willing and able to pay higher prices for food and drink products that are perceived to meet their environmental and health concerns.

**Organic:** Consumer interest in organic food products has been increasing more rapidly in Sweden than in Finland, but the trend is up in both countries. The growing demand for healthier, "greener" and more convenient products, is one of the major driving forces behind the evolution of the food industry. However, organic and health oriented-products still have a relatively small market

share. The variety of processed organic products available is still much more limited than that found in the United States.

**Vegetarian:** The trend towards vegetarian choices is a growing one. More processed products which link convenience to the vegetarian alternative are appearing in retail outlets but are still limited in variety.

**Ethnic Foods:** Swedish and Finnish consumers are moving away from their culinary traditions as they become more open to new and exotic cuisine. A growing immigrant population (mainly in Sweden) and extensive travel abroad are the main reasons behind this trend.

# **Food Standards and Regulations**

Sweden and Finland have been members of the European Union since 1995 and have adopted EU practices related to imports of agricultural products. Agricultural products are subject to the standard EU import licensing system, quotas, import duties and other provisions. It is important to note that these markets are fully open to competitors within the EU, while U.S. exporters face EU import restrictions.

- In general, the Swedish and Finnish governments conform to EU regulations.
- Food safety standards in these markets are very strict and imported foodstuffs must meet particular requirements.
- In negotiations with the EU, Sweden and Finland maintained the right to continue the application of some of their own food safety standards (which are in most respects tougher than those of the EU) for a transitional period after membership. For example, in the meat and livestock areas, Sweden and Finland maintain what is essentially a zero tolerance for salmonella. Moreover, these countries obtained transitional authority to maintain their own border inspection controls for salmonella for an unspecified length of time.

For more information, please refer to EU FAIRS Report (E20145) on the Foreign Agricultural Service homepage at <a href="http://www.fas.usda.gov.">http://www.fas.usda.gov.</a>

# **Import and Inspection Procedures**

Sweden and Finland have exacting labeling requirements for foods and strict sanitary and phytosanitary requirements. Laboratories have sophisticated capabilities to monitor product quality. Detailed regulations apply to the importation of agricultural products into these markets. It is therefore most important that the U.S. exporter work closely with the importer to make sure that the products destined for these markets are in full conformity with these countries' food safety, quality and labeling rules and regulations.

General Import Regulations- Sweden and Finland

- Foodstuffs can only be brought in commercially to the country through an importer registered by the National Food Administration in each country (Livsmedelsverket in Sweden and Elintarvikevirasto in Finland).
- All foodstuffs sold in these market must be labeled in Swedish and Finnish, respectively.
- Imported foodstuffs may not contain certain types of additives which are not allowed in these
  countries.

# A retail-size food package must show:

- The name of the manufacturer, packer or importer,
- The commercial name of the product, net metric weights or volume,
- Ingredients in descending order of weight,
- "Best before" date for consumption, and
- Storage instructions if perishable or intended for infants.

Importers should be consulted for proper labeling information. (Note: Many retail products intended for wide distribution in the region are labeled in multiple languages such as Swedish, Norwegian, Danish, Finnish and English.)

The documents required from the exporter include:

- A commercial invoice
- A bill of lading, and such special certifications as may be necessary.
- Sanitary or phytosanitary certificates, which must show the country of origin, are required for certain animals and plant products.
- The sanitary certification of origin must be certified by an official authority in the country of production or export.
- Sweden applies maximum residue levels established by the EU. For chemicals not registered by the EU, Sweden sets its own levels.
- The Swedish National Food Administration (NFA) oversees the control of pesticide residues in fruit, vegetables and cereals. Samples are collected at ports of entry or wholesale markets.
   The NFA also oversees the control of veterinary drug residues in foods of animal origin, mainly meat. Samples of imported meat are collected at ports of entry.

#### SECTION III. MARKET SECTOR STRUCTURE AND TRENDS

#### Food Wholesale and Retail Sector

The food retail sectors in both Sweden and Finland are largely integrated and concentrated. In both Sweden and Finland, the three largest import/wholesale groups in each country cover over 70% of their markets. Significant changes have affected the retail food market in Sweden and Finland over the past few years. In both countries, the general discount stores, hypermarkets and large supermarkets are increasing in sales volume, while small and medium-sized stores lag behind. Elements of the restructuring of the sector include the on-going move toward vertical integration, the increasingly common use of exclusive contracts, consolidation of purchasing and deliveries and the growth of private labels. Supermarkets are responding to demands for an ever-

widening list of products and product formats.

Swedish food retail sales rose by 4.7 % over the one-year period ending in December 2001 to SEK 135 billion (about USD 13 billion). The increase in consumption reflected a 3.0% rise in value, and a 1.7% gain in volume. The wholesale and retail food market in Sweden is dominated by three groups, ICA, KF and Axfood AB, which together account for over 70 percent of the commodity retail market.

In Finland, a few central retail organizations, (K-Group, S-Group, Tradeka/Elanto, Spar Group, Wihuri and Stockmann/Sesto) together dominate the retail food sector with an aggregate market share of nearly 95%. They also handle non-food products and specialities trading. In addition, almost one-third of the total wholesale trade in Finland goes through these organizations.

**Distribution:** The Nordic chains have closely knit wholesale and retail arrangements comprising a compact and efficient goods delivery system and a nationwide network of retail shops as well as department stores and supermarkets. Some also have hotel, restaurant, and catering services. The centralized system provides the economies of scale which make distribution and imports in larger quantities possible.

**Independent importers and distributors:** There are a number of importers and distributors in Sweden and Finland specialized in certain product segments, such as organic products or ethnic foods. These importers/distributors in turn sell to the large retail chains in the markets. These importers are ideal for exporters who do not feel that they can meet the volume requirements of the large retailers when dealing with them directly. Some of these importers also supply the Hotel Restaurant and Institutional (HRI) sector.

Alcoholic Beverages: In Sweden, government-owned Systembolaget retains a monopoly on retail sales of all wines, spirits, and strong beers. As a result of accession to the EU, Vin & Sprit, lost its monopoly control of import and wholesale distribution channels, and is now working as a licensed importer along with 150 other independent licensed importers of wine and liquor. Also, restaurants may buy from importers or import directly provided that they have a license. Recently, Systembolaget introduced more liberal opening hours for its retail outlets and has added self-service shops and Saturday opening hours in response to public demand.

Finnish Alko, which has dominated the spirits, wine, beer, vinegar, and food starch industries, has lost many of its monopoly privileges to EU agreements. According to the current Finnish legislation, grocery shops are allowed to sell brewed beverages with a maximum alcohol content of 4.7 percent. There has been a long debate in Finland over putting ordinary-strength wines into food shops. Imports and production of alcoholic beverages are now open to licensed independent companies, whereas the sale of alcoholic beverages remains government controlled by Alko shops, but thusfar no change in this regard has been effected. Restaurants import alcoholic beverages through their own channels. Finland has been justifying the retention of its alcohol monopoly based on health and social concerns.

Trends

Store size: Smaller stores continue to lose market share to the larger supermarkets and hypermarkets.

**Discount stores:** Recently, there has been a dramatic increase of low-price food stores in both Sweden and Finland. The large Nordic retail chains have developed discount store concepts in order to meet the increased competition from European discount chains such as German Lidl and Danish Netto, which either are already present in these markets or in the process of establishing themselves. In 2001, half of the newly built stores in Sweden were discount stores.

**Private Label:** The retailers are aggressively promoting their own private label brands through TV commercials and news paper ads. Two of the largest Swedish retailers have set a goal of 15 percent market share in each product segment for their private label products by 2005. This development spells good potential for suppliers with private label capacities.

Convenience shopping: As the consumers increasingly eat outside their homes, the large retailers find themselves not only to be competing with each other, but also with the HRI sector. To face this new competitor, the supermarkets have developed deli like sections in their stores with either ready-to-eat food products or half-cooked dishes. Menu suggestions next to the food products are also popular. The display of products has also become more consumer-oriented. For example, dressings and bread croutons can be found next to the pre-mixed salads, and coffee cakes may be placed next to the coffee section. Manufacturers with the capability to supply convenience foods may find interesting opportunities in these markets.

**Promotions/Marketing:** Direct marketing in the form of "news paper format advertisements" is one of the most regularly used forms of communication in the Swedish and Finnish retail markets, and almost all the retail groups use this method as a means of conveying information to consumers. These are sent on a weekly basis to all the households in the immediate marketing area of the individual stores. The retailers also invest in advertising, primarly through the newspapers, while the producers and manufacturers spend most of their budgets on television advertising. The retail chains are also promoting their own private label products aggressively through TV commercials and advertisements.

**Internet sales:** Even though the computer/IT penetration in the Nordic countries is exceptionally high, retail food sales on the web have thusfar been very limited. The positive outlook that the large retailers had a few years ago regarding selling via Internet has changed. Retail chains Coop, Axfood and Bergendahls all recently terminated their Internet grocery websites due to few customers and low profitability. ICA is the only retailer which is going against the pack by expanding their Internet services. In Finland, the situation is very much the same. In 2001, Finnish online retail food sales did not even pass one percent of total food sales.

Please see the most recent Retail report for Sweden and Finland for further information regarding the retail sector in these markets.

#### Hotel, Restaurant, and Institutional (HRI) Food Service

Of total food consumption in Sweden and Finland, the HRI sector accounts for about 20 percent. In Sweden, this sector consists of about 37,000 units, of which 10,000 are coffee shops, restaurants, fast food outlets and hotels and 27,000 are institutional kitchens at schools, kindergartens, nursing homes,

hospitals, etc. Fast food outlets often belong to national and international chains, while restaurants and cafe's are most frequently family businesses. There are, however, some large international restaurant chains operating (e.g. TGI Friday's, Hard Rock Cafe, etc.) in these markets. Institutions are mainly operated by municipalities, counties or government agencies.

**Distribution:** The distribution to the HRI sector is dominated by a few large wholesalers, specialized in supplying this sector.

In 2001, the total turnover for the hotel and restaurant industry in Sweden was about SEK 53 billion (approximately USD 5.1 billion), of which restaurants accounted for USD 3.2 billion, and hotel food for some USD 1.9 billion. This is an increase of USD 1.2 billion since the mid-1990's. Institutional food sales accounted for about USD 720 million in 2000. In Finland, the hotel and restaurant sector brought in roughly USD 4.9 billion in total sales in 2001, an increase of 3.8% compared to 2000.

#### Trends:

- Outside the home, restaurants continue to attract a significant proportion of consumers.
- American trends remain popular in Sweden and Finland.
- The popularity of more informal, less expensive "fast food" outlets continues. McDonalds, Burger King, and Pizza Hut all have strong positions in these markets.
- Other U.S. chains such as Subway and TGI Friday's and Hard Rock Cafe can be found in Sweden.
- There are opportunities for U.S. fast food restaurant and coffe shop chains in these markets.

Changes in lifestyles and tastes are having significant effects on the catering sector of the market. Fast food is the area benefiting most from these trends, and fastfood outlets are now starting to become part of the traditional restaurant sector.

For further information about the Swedish and Finnish HRI sectors, please see the most recent HRI sector reports for these markets.

#### **Food Processing**

The small population bases of Sweden and Finland provide somewhat limited foundations for a highly diversified food processing industry with sufficient economies of scale. Consequently, there have been consolidations of several companies and an increasing emphasis on exports of processed food items - especially of cheeses, candies, snack foods and various jams and preserves. Since their EU membership, there has been a move toward mutual investment and consolidation among Finnish and Swedish food industries and joint Nordic cooperation in general. Several Finnish companies own and operate food manufacturing firms abroad.

**FINLAND** - The food processing industry is the fourth largest branch of Finland's industry. In 2001, the value of Finnish food exports was approximately FIM 5.9 billion and the value of food imports FIM 11.9 billion. The gross value of production was FIM 47 billion and the value added FIM 10 billion. The main sectors of the industry are meat processing, dairy and bakery. The food industry

employs approximately 40,000 people.

The Finnish food industry's primary market is the domestic market and the market share of Finnish food products in Finland is 85 percent. However, with the EU membership in 1995, Finland had to eliminate its import licensing system. This opened Finland's food industry to more competition from other EU member countries, which in turn, has forced changes in the form of mergers and acquisitions, as well as international expansion. This includes the Finnish baking industry (primarily Fazer Oy), which have expanded into Sweden, as well as the Baltics (particularly Estonia). The dairy industry (Valio), is also exporting to Sweden and the Baltics.

In 2001, imports of food stuffs to Finland from the U.S. accounted for 3.5 percent, while the EU countries had a combined share of 69.4 percent. The industry processes domestic agricultural products and imported raw materials. However, 85 percent of the raw material used by the Finnish food industry is domestic.

Major companies dominate certain sectors such as Fazer (chocolate), Cultor (sugar and grain), Raisio (margarine, starch, and bakery products), Hartwall (soft drinks, beer), Marli (liquors, fruit juices), Valio (dairy) etc. to give several examples.

**SWEDEN-** The food processing industry in Sweden is large-scale and dominated by a few large private and cooperatively owned companies. Five large suppliers account for about 50 percent of the retail food stores' purchases. One or two suppliers can have close to 100 percent of the market within some food segments. Farm cooperatives are powerful in Sweden's food industry. They have a virtual monopoly on domestically produced dairy products and are market leaders in the meat, milling, and bakery sectors. However, the majority of the food industry companies are privately owned. These companies are active in the brewing, prepared fish, frozen foods, sugar, and tobacco sectors. The domestic food processing industry accounts for 80 percent of the food consumed within Sweden, which makes this an important sector for suppliers of inputs. The food processors either source their raw materials or ingredients directly from their suppliers or through wholesalers.

Imports to this sector includes vegetables, fruit, juice, coffee, and cocoa as well as fish and seafood. About 40 percent of all imports are products which cannot be grown in Sweden.

Companies which dominate within their sectors are Arla Foods (Dairy), Swedish Meats (Meat processing), Paagens (bakery), Cerealia (Milling and bakery), Findus (Fish processing), Löfbergs Lila (Coffee roasting).

#### SECTION IV. BEST HIGH-VALUE PRODUCT PROSPECTS

- Candies
- Dried Fruit
- Fresh Fruit
- Frozen Vegetables
- Nuts

- Pet food
- Processed Fruits & Vegetables
- Rice and Rice Mixes
- Seafood
- Snack Foods
- Wines
- Pancake/Cake mixes
- Ethnic Foods
- Sauces
- Convenience Foods/Meals
- Vegetarian processed products
- Organic products
- Authentic barbeque sauces and seasonings

# SECTION V. KEY CONTACTS AND FURTHER INFORMATION

Foreign Agricultural Service American Embassy Dag Hammarskjolds Vag 31 S-115 89 STOCKHOLM Sweden

Tel: (46-8) 783 5390 Fax: (46-8) 662 8495

E-mail: agstockholm@fas.usda.gov

www.usemb.se/Agriculture

# **SWEDEN**

Swedish Board of Agriculture S-551 82 JONKOPING Sweden

Tel: (46-36) 15 50 00 Fax: (46-36) 19 05 46

E-mail: jordbruksverket@sjv.se

www.sjv.se

National Food Administration Box 622 S-751 26 UPPSALA

Sweden

Tel: (46-18) 17 55 00

Fax: (46-18) 10 58 48

www.slv.se

National Board of Fisheries

Box 423

S-401 26 GOTEBORG

Sweden

Tel: (46-31) 743 0300 Fax: (46-31) 743 0444 www.fiskeriyerket.se

National Board of Forestry S-551 83 JONKOPING

Sweden

Tel: (46-36) 15 56 00 Fax: (46-36) 16 61 70

Email: skogsstyrelsen@svo.se

www.svo.se

**Swedish Customs** 

Box 12854

S-112 98 STOCKHOLM

Sweden

Tel: (46-771) 23 23 23 Fax: (46-8) 20 80 12 www.tullverket.se

Statistics Sweden

Box 24300

S-104 51 STOCKHOLM

Sweden

Tel: (46-8) 506 940 00 Fax: (46-8) 661 5261 E-mail: scb@scb.se

www.scb.se

Association of Swedish Chambers of Commerce Box 16050 S-103 21 STOCKHOLM Sweden Tel: (46-8) 555 100 00 Fax: (46-8) 566 316 35

www.cci.se

Swedish Federation of Trade S-103 29 STOCKHOLM Sweden

Tel: (46-8) 767 7700 Fax: (46-8) 767 7777 www.svenskhandel.se

#### **FINLAND**

Ministry of Agriculture & Forestry Food and Health Department P.O. Box 30 FIN-00230 HELSINKI Finland

Tel: (358-9) 1605 3336 Fax: (358-9) 1605 3338

www.mmm.fi

National Board of Customs P.O. Box 512 FI-00101 Helsinki

Finland

Tel: (358-9) 6141

Fax: (358-9)20492 2852

www.tulli.fi

National Food Administration P.O. Box 28

FIN-00581 HELSINKI

Finland

Tel: (358-9)3931 500 Fax: (358-9) 3931 590 www.elintarvikevirasto.fi

National Veterinary and Food Research Institute (EELA) P.O. Box 45 FIN-00580 HELSINKI Finland

Tel: (358-9) 393 101 Fax: (358-9) 393 1811 Email: webmaster@eela.fi

www.eela.fi

Finnish Food and Drink Industries' Federation

PL 115

FIN-00241 HELSINKI

Finland

Tel: (358-9) 148 871 Fax: (358-9) 1488 7201

Email: info@etl.fi

www.etl.fi

**Statistics Finland** 

FIN-00022 STATISTICS FINLAND

Tel: (358-9) 17341 Fax: (358-9) 1734 2750

www.stat.fi

Plant Production Inspection Centre

P.O. Box 42

FIN-00501 HELSINKI

Finland

Tel: (358-9) 5765 111 Fax: (358-9)5765 2734

www.kttk.fi

Finnish-American Chamber of Commerce

P.O. Box 50

FIN-00441 HELSINKI

Finland

Tel: 358-9 228 28311 Fax: 358-9 228 28328 www.finlandtrade.com

# A. KEY TRADE & DEMOGRAPHIC INFORMATION

# **SWEDEN**

	2001
Agricultural Imports From All Countries (\$Mil)/U.S. Market Share (%)	5,295/3%
Consumer Food Imports From All Countries (\$Mil)/U.S. Market Share (%)	3,062/3%
Edible Fishery Imports From All Countries (\$Mil)/U.S. Market Share (%)	733/ 1%
Total Population (Millions)/Annual Growth Rate (%)	8.9/ 0.02%
Urban Population (Millions)/Annual Growth Rate (%) (2000)	7.5/ N/A
Number of Major Metropolitan Areas	4
Size of the Middle Class (Millions)/Growth Rate (%)	N/A
Per Capita Gross Domestic Product (U.S. Dollars)	24,582
Unemployment Rate (%)	4,0%
Per Capita Food Expenditures (U.S. Dollars)	1,716
Percent of Female Population Employed	73.5%*
Average Exchange Rate US\$1 for 2001	10.33

<sup>\*</sup> Between ages 16 and 64, Source: SCB-AKU

Note: Above data on U.S. trade do not include substantial imports of U.S. products which are transhipped to Sweden via other EU countries.

# A. KEY TRADE & DEMOGRAPHIC INFORMATION

# **FINLAND**

	2001
Agricultural Imports From All Countries (\$Mil) /U.S. Market Share (%)	1,908/5%
Consumer Food Imports From All Countries (\$Mil)/U.S. Market Share (%)	1,285/ 2%
Edible Fishery Imports From All Countries (\$Mil)/U.S. Market Share (%)	114/ 0.33%
Total Population (Millions)/Annual Growth Rate (%)	5.2/ 0.2%
Urban Population (Millions)/Annual Growth Rate (%)	3.2/ 0.4%
Number of Major Metropolitan Areas	5
Size of the Middle Class (Millions)/Growth Rate (%)	N/A
Per Capita Gross Domestic Product (U.S. Dollars)	23,460
Unemployment Rate (%)	9.1%
Per Capita Food Expenditures (U.S. Dollars)	1,225
Percent of Female Population Employed	63.6%
Average Exchange Rate US\$1 2001	EUR 1.1172

Note: Above data on U.S. trade do not include substantial imports of U.S. products which are transhipped to Finland via other EU countries.

# **B. CONSUMER FOOD & EDIBLE FISHERY PRODUCT IMPORTS**

**SWEDEN** 

Note: Above data on U.S. trade do not include substantial imports of U.S. products which are transhipped to Sweden via other EU countries.

Sweden Imports	Imports fro	m the Wor	·ld	Imports from	the U.S.		U.S Mar	ket Sha	re
(In Millions of Dollars)	1999	2000	2001	1999	2000	2001	1999	2000	2001
CONSUMER-ORIENTED AGRICULTURAL TOTAL	3,273	2,969	3,062	102	86	82	3	3	3
Snack Foods (Excl. Nuts)	267	249	277	1	1	1	0	1	1
Breakfast Cereals & Pancake Mix	64	55	55	1	1	1	1	0	0
Red Meats, Fresh/Chilled/Frozen	253	258	241	1	1	1	0	0	0
Red Meats, Prepared/Preserved	94	85	97	1	1	0	0	0	0
Poultry Meat	29	47	65	0	0	0	0	0	0
Dairy Products (Excl. Cheese)	59	51	61	1	1	1	0	0	0
Cheese	152	135	144	1	0	0	0	0	0
Eggs & Products	10	12	13	1	1	1	1	1	2
Fresh Fruit	425	387	387	10	6	5	2	2	1
Fresh Vegetables	259	238	257	1	1	1	0	0	0
Processed Fruit & Vegetables	341	288	287	31	26	25	9	9	9
Fruit & Vegetable Juices	104	94	78	2	2	3	2	2	4
Tree Nuts	28	21	20	12	9	8	43	41	41
Wine & Beer	339	291	290	17	13	11	5	5	4
Nursery Products & Cut Flowers	164	145	145	1	1	1	0	0	0
Pet Foods (Dog & Cat Food)	72	59	60	8	5	4	11	9	8
Other Consumer-Oriented Products	615	552	584	20	22	22	3	4	4
					_	_			
FISH & SEAFOOD PRODUCTS	708	704	733	9	5	6	1	1	1
Salmon	197	227	184	3	2	2	1	1	1
Surimi	3	3	3	1	0	1	0	0	1
Crustaceans	150	134	131	3	1	1	2	0	0
Groundfish & Flatfish	163	150	169	1	1	2	1	0	1
Molluscs	2	3	3	1	1	1	7	6	7
Other Fishery Products	192	187	243	3	1	2	1	1	1
AGRICULTURAL PRODUCTS TOTAL	4,223	3,809	3,912	149	133	129	4	4	3
AGRICULTURAL, FISH & FORESTRY TOTAL	5,984	5,155	5,295	183	166	158	3	3	3

Source: FAS' Global Agricultural Trade System using data from the United Nations Statistical Office

# B. CONSUMER FOOD & EDIBLE FISHERY PRODUCT IMPORTS

**FINLAND** 

Note: Above data on U.S. trade do not include substantial imports of U.S. products which are transhipped to Finland via other EU countries.

Finland Imports	Imports fro	m the Wor	·ld	Imports from	the U.S.		U.S Mar	ket Sha	re
(In Millions of Dollars)	1999	2000	2001	1999	2000	2001	1999	2000	2001
,									
CONSUMER-ORIENTED AGRICULTURAL TOTAL	1,390	1,285	1,309	44	31	27	3	2	2
Snack Foods (Excl. Nuts)	114	111	113	1	1	1	1	0	0
Breakfast Cereals & Pancake Mix	33	32	28	1	0	0	0	0	0
Red Meats, Fresh/Chilled/Frozen	73	65	48	1	1	1	0	0	0
Red Meats, Prepared/Preserved	20	15	20	0	0	1	0	0	0
Poultry Meat	9	11	10	0	0	0	0	0	0
Dairy Products (Excl. Cheese)	42	36	30	1	1	1	0	0	0
Cheese	79	73	78	1	1	1	0	0	0
Eggs & Products	2	1	2	1	1	1	37	15	13
Fresh Fruit	193	161	185	4	2	2	2	1	1
Fresh Vegetables	87	78	84	1	1	1	0	0	0
Processed Fruit & Vegetables	131	111	114	11	9	9	8	8	8
Fruit & Vegetable Juices	52	44	41	2	1	1	4	2	1
Tree Nuts	5	5	4	3	3	2	61	59	47
Wine & Beer	92	89	99	4	4	3	4	4	3
Nursery Products & Cut Flowers	53	51	53	1	1	1	0	0	0
Pet Foods (Dog & Cat Food)	37	40	42	6	3	4	16	9	10
Other Consumer-Oriented Products	369	362	357	12	8	5	3	2	1
FISH & SEAFOOD PRODUCTS	107	103	114	1	1	1	1	1	0
Salmon	27	28	28	1	1	1	0	1	0
Surimi	1	1	1	1	0	0	0	0	0
Crustaceans	17	16	16	1	1	1	0	0	0
Groundfish & Flatfish	20	17	18	1	1	0	1	0	0
Molluscs	1	1	1	1	0	1	0	0	0
Other Fishery Products	43	41	50	1	1	1	2	1	1
AGRICULTURAL PRODUCTS TOTAL	2,107	1,872	1,908	107	76	86	5	4	5
AGRICULTURAL, FISH & FORESTRY TOTAL	2,831	2,565	2,710	116	83	93	4	3	3

Source: FAS' Global Agricultural Trade System using data from the United Nations Statistical Office

# C. TOP 15 SUPPLIERS OF CONSUMER FOODS & EDIBLE FISHERY PRODUCTS

# **SWEDEN - TOP 15 SUPPLIERS**

CONSUMER-ORIENTED AGRICULTURAL IMPORTS						
1000\$	1,999	2,000	2,001			
Denmark	563,227	524,700	597,536			
Netherlands	642,090	551,241	533,425			
Germany	336,923	321,934	331,001			
France	194,756	177,246	192,152			
Italy	181,485	172,784	190,881			
Spain	217,326	171,585	179,905			
United Kingo	122,459	116,260	123,190			
Belgium	102,318	99,370	114,798			
Finland	111,844	96,625	112,677			
Ireland	111,329	110,312	103,777			
United State	101,648	86,455	81,781			
Norway	65,279	60,668	61,020			
Costa Rica	59,970	43,871	36,341			
Austria	38,438	32,690	29,593			
Poland	30,570	27,370	27,417			
Other	393,443	375,660	346,441			
World	3,273,161	2,968,811	3,062,007			

FISH & SEAFOO	d product ii	MPORTS	
	1999	2000	2001
Norway	455,184	485,496	491,783
Denmark	108,429	100,577	109,712
Netherlands	20,230	16,805	17,913
China (Peor	15,207	13,568	16,797
Iceland	12,621	8,979	13,475
Canada	18,232	12,993	9,641
Thailand	8,659	8,215	8,770
Latvia	4,215	4,861	6,362
United State	9,369	4,523	5,974
Germany	7,505	5,015	5,929
France	4,746	4,884	5,569
Estonia	5,550	4,558	4,041
Russian Fe	2,217	3,405	2,789
Ireland	3,283	2,632	2,752
Singapore	1,459	1,151	2,652
Other	31,323	26,099	28,969
World	708,248	703,758	733,143

Source: United Nations Statistics Division

# C. TOP 15 SUPPLIERS OF CONSUMER FOODS & EDIBLE FISHERY PRODUCTS

# **FINLAND - TOP 15 SUPPLIERS**

CONSUMER-ORIENTED AGRICULTURAL TOTAL						
1000\$	1999	2000	2001			
Sweden	233,410	209,730	192,357			
Netherlands	150,141	140,046	147,750			
France	132,221	115,476	125,752			
Germany	118,123	116,703	117,501			
Spain	109,324	106,829	114,563			
Denmark	130,783	111,091	114,060			
Belgium	48,840	57,081	59,822			
Italy	54,018	47,996	57,809			
United Kingdom	55,926	49,658	43,260			
Ireland	17,474	38,809	29,612			
Costa Rica	30,064	21,106	27,891			
United States	44,250	30,740	26,818			
Brazil	35,307	29,586	24,829			
Israel	17,824	12,012	16,565			
Panama	18,505	17,072	13,123			
Other	193,901	181,118	197,472			
World	1,390,153	1,285,136	1,309,258			

FISH & SEAFOOD F	RODUCT IMPOR	RTS	
1000\$	1999	2000	2001
Norway	51,432	46,187	50,181
Sweden	15,243	14,903	19,180
Denmark	7,998	8,583	8,076
Thailand	6,730	6,395	6,390
Netherlands	1,781	3,197	4,803
Germany	5,095	4,217	3,189
Seychelles	504	1,457	3,097
Iceland	3,666	2,858	2,783
Estonia	3,017	2,944	2,718
Canada	2,282	2,385	2,585
Philippines	1,871	2,007	2,166
Spain	908	1,313	1,901
Mauritius	0	257	1,540
France	693	611	589
Peru	2	397	510
Other	6,236	4,805	3,854
World	107.467	102.518	113.573